

Message Text

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PAGE 01 BOGOTA 00830 271410Z

43

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 BIB-01 PA-01 PRS-01 USIA-06

CIAE-00 INR-07 NSAE-00 TRSE-00 /034 W

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R 262051Z JAN 76

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 3040

INFO AMEMBASSY CARACAS

AMEMBASSY LA PAZ

AMEMBASSY LIMA

AMEMBASSY QUITO

AMEMBASSY SANTIAGO

USDOC WASHDC

LIMITED OFFICIAL USE BOGOTA 0830

E.O. 11652: NA

TAGS: ETEL, BEXP, CO

SUBJECT: ADOPTION OF COLOR TELEVISION IN COLOMBIA

REF: 75 STATE 196116

1. IN A RECENT MEETING WITH EMBASSY OFFICIALS, INRAVISION TECHNICAL VICE-PRESIDENT DR. JORGE NASSAR PRESENTED A MORE POSITIVE VIEW CONCERNING THE ADOPTION OF COLOR TELEVISION THAN HAD PREVIOUSLY BEEN THE CASE WITH GOC OFFICIALS. NASSAR SAID THAT COLOMBIA IS BEING FORCED INTO COLOR TELEVISION, AT LEAST INTERNATIONAL TRANSMISSION IN COLOR, AS EVIDENCED BY LAST YEAR'S WORLD SWIMMING CHAMPIONSHIP IN CALI FOR WHICH A U.S. (CBS) MOBILE COLOR TRANSMISSION SYSTEM HAD TO BE ESPECIALLY BROUGHT TO COLOMBIA. HE STATED THAT INRAVISION MAY BE IN THE MARKET SOON FOR SUCH A MOBILE TRANSMISSION UNIT, AND ASKED WHETHER EX-IM FINANCING WOULD BE AVAILABLE.

2. NASSAR PERSONALLY FAVORS THE NSTC SYSTEM, CITING COLOMBIA'S PROXIMITY TO THE U.S., VENEZUELA, AND
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PAGE 02 BOGOTA 00830 271410Z

ECUADOR, AS WELL AS RECENT TECHNICAL DEVELOPMENTS WHICH

WILL IMPROVE NSTC QUALITY. NASSAR SAID VENEZUELA IS VIRTUALGN NRTAICWTO ADOPT NSTC. DUE TO POLITICAL CONSIDERATIONS, HE EXPECTS NO COMMERCIAL COLOR BROADCASTING IN COLOMBIA BEFORE THE END OF THE LOPEZ ADMINISTRATION IN 1978; HOWEVER, THERE MAY BE OCCASIONAL EXPERIMENTAL COLOR TRANSMISSIONS VIA SATELLITE.

3. IN ORDER TO PUBLICIZE THE NSTC SYSTEM, THE EMBASSY IS ATTEMPTING TO ORGANIZE A COLOR TELEVISION EXHIBIT AT THE JULY INTERNATIONAL FAIR OF BOGOTA. TELEANDINA, LOCAL REP OF INTERNATIONAL VIDEO, HAS INDICATED ITS INTENTION TO EXHIBIT COLOR TELEVISION, BY VIDEO TAPE, AT THE U.S. PAVILION. AMPEX IS A POSSIBILITY FOR THE FAIR, ALTHOUGH THE LOCAL REP HAS BEEN MEETING RESISTANCE FROM THE U.S. OFFICE ON THE IDEA. THE EMBASSY WILL GIVE PUBLICITY TO ANY DISPLAY OF COLOR TELEVISION, INCLUDING POSSIBLY A SPECIAL DEMONSTRATION FOR GOVERNMENT LEADERS. WOULD APPRECIATE ANY SUGGESTIONS OR ASSISTANCE FROM STATE/COMMERCE, INCLUDING RECRUITMENT OF TELEVISION SYSTEM MANUFACTURERS.
VAKY

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